

## ABSTRACT

A system and method for guiding a business after an initial funding state to an initial public offering (“IPO”) readiness state. A first stage approach launches the business and a second stage approach is performed for at least one of maturing the business and guiding the business to an IPO readiness state. The first stage approach readies the company for launch, focusing on moving quickly to market, defining expectations, attracting customers, building a brand, building alliances, creating disposable solutions, and investing resources. The second stage approach grows and matures the company, focusing on capturing the market, expanding expectations, retaining customers, attracting new customers, expanding alliances, creating effective solutions, and making money.